

Leading global brand companies join with WWF to encourage responsible development of plant-based plastics

The Coca-Cola Company, Danone, Ford, H.J. Heinz Company, Nestle, Nike, Inc., Procter & Gamble, Unilever and World Wildlife Fund launch the Bioplastic Feedstock Alliance

PARIS, Nov. 19, 2013 — Eight of the world's leading consumer brand companies and conservation group World Wildlife Fund (WWF) today announced the formation of the [Bioplastic Feedstock Alliance](http://www.bioplasticfeedstockalliance.org) (BFA) to support the responsible development of plastics made from plant material, helping build a more sustainable future for the bioplastics industry.

The primary focus of BFA will be on guiding the responsible selection and harvesting of feedstocks—such as sugar cane, corn, bulrush, and switchgrass—used to make plastics from agricultural materials. As the development of these renewable materials has grown, so has the opportunity to address their potential impacts on land use, food security, and biodiversity. BFA intends to bring together leading experts from industry, academia and civil society to develop and support informed science, collaboration, education, and innovation to help guide the evaluation and sustainable development of bioplastic feedstocks.

Consumers across the world increasingly are looking for more sustainable products, including those made from plant-based plastics. With increasing market demand for food and fiber in the coming decades, responsible sourcing of these materials is the key to enabling sustainable growth.

“This alliance will go a long way in ensuring the responsible management of natural resources used to meet the growing demand for bioplastics,” said Erin Simon, of WWF. “Ensuring that our crops are used responsibly to create bioplastics is a critical conservation goal, especially as the global population is expected to grow rapidly through 2050.”

The Alliance's eight founding companies, along with WWF, are supported by academic experts; supply chain partners; suppliers; and technology development companies, all of whom are focusing on a variety of issues, challenges, and possible tools within the growing bioplastic industry.

More information can be found at www.bioplasticfeedstockalliance.org

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